

INDEX

INDEX

- ACTION FROM THE PULPIT**, Roy A. Burkhart, 76-81
- Adult education**
 group discussion, a medium for, 36-37
 visual aids in, 49
- Advertising**
 as a medium for social action, 105-106
 as financing radiobroadcasting, 90
 as political weapon under Hitler, 107
 government advertising
 character of, 107-108
 extent of, 108-109
 re housing shortage, 109
 re threat of inflation, 110
 re world famine relief, 110-111
 since V-J Day, 109-110
 need for higher standards in, 8
 origin of, 105
 political advertising, 111
 purpose of, 105
 sales appeal in, 4-5, 108
 trends in, 111-112
- Allen, Fred**, quoted, 95
- Allport, Floyd H.**, cited, 18
- Armed forces, training of**
 through graphic material, 49
 through motion pictures, 52, 100-101, 103
 through recordings, 46-47
- Asch, Sholem**, 77
- Atkinson, Brooks**, 82, 83
- Attlee, Clement R.**, 107
- Auden, Wystan Hugh**, 47
- Auer, J. Jeffrey**, cited, 34
- BARTH, ALAN**, *Position of the Press in a Free Society*, 82-88
- Barth, Alan**, 2, 3
- BARTLETT, KENNETH G.**, *Social Impact of the Radio*, 89-97
- Beecher, Henry Ward**, 71, 73
- Beethoven, Ludwig van**, 70
- Benedict, Ruth**, 104
- Benny, Jack**, 93
- Benoit-Levy, Jean**, quoted, 98
- BERNAYS, EDWARD L.**, *The Engineering of Consent*, 113-120
- Bernays, Edward L.**, 5, 8
- Bonfils, Frederick G.**, 83
- Borden, Neil**, 105
- Bowles, Chester**, 110
- BRIGANCE, W. NORWOOD**, *Effectiveness of the Public Platform*, 70-75
- Brigance, W. Norwood**, 5
- Brunini, John Gilland**, 77
- Bryan, William Jennings**, 75
- Bryce, James**, 38
- Bryson, Lyman**, cited, 44
- Bullitt, William C.**, cited, 28
- BURKHART, ROY A.**, *Action From the Pulpit*, 76-81
- Burr, Agnes Rush**, 75
- Butler, Jessie Haver**, quoted, 6
- Byrnes, James F.**, 4
- Calhoun, John C.**, 63, 71
- Cantril, Hadley**, 128
- Capra, Frank**, 100
- Carnegie, Andrew**, 74
- Censorship**, *see* Government control over communication
- Chappel, Connery**, cited, 99
- Chase, Stuart**, quoted, 23-24
- Church**
 and social issues, 78, 80-81
 challenge to, 81
 criticism of, 76
 emphasis in services of Catholic and Protestant, 76-77
 membership and attendance in, 76
 principles of, Catholic and Protestant, 79
 See also Pulpit
- Churchill, Winston**, 72
- Clapper, Raymond**, quoted, 71
- Clay, Henry**, 63, 71
- Close, Upton**, *see* Hall, Josef Washington
- Coffin, Robert P. T.**, 47
- Collective bargaining**
 obstacles to, 53-54
 preliminary research for, 55
 success of, 54
 See also Labor-management conference
- Communication**
 and democracy, *see* Representative government
 functions of
 providing information, 3
 provoking reasoned action, 3-4
 provoking unreasoned action, 4-5
 leadership through, 113-114
 limitation of, in Congress, 63
 motivations of, 1
 political manipulation of, 5-6
 psychological barriers
 abstraction and personification, 23-24
 confusion between symbol and reality, 18
 inability to test language v. fact, 18-19
 lack of common experience, 19-20
 specialization of vocabulary, 21
 stereotypes, 21-22
 emotional value of, 22-23
 public persuasion through, 113-120
 democratic nature of, 114-115
 preliminaries in campaign of, 116-118
 tactics in campaign of, 118-120
 social implications of, 6-7

- social improvement of forms of communication
 - advertising, 7-8
 - education, 9-10
 - in the community, 10-11
 - motion picture, 8-9
 - press, 7-8
 - radio, 9
 - theater, 8-9
- See also* Labor-management relations; Language; Teaching methods
- COMMUNICATION IN THE LEGISLATIVE ASSEMBLY, HARVEY WALKER, 59-69
- Conwell, Russell H., 74, 75
- Cooper, Gary, 111
- Coughlin, Charles E., 75
- Craven, Tunis A. M., quoted, 30
- Creel, George, 115
- Crossley, Archibald, 121
- Dale, Edgar, cited, 103
- Democratic representation, *see* Representative government
- Dewey, Thomas E., 75, 92, 111
- Dickens, Charles, 73
- Douglas, Lloyd C., 77
- Douglas, Stephen A., 71
- DUDLEY, DREW, Molding Public Opinion Through Advertising, 105-112
- Dudley, Drew, 2, 8
- Dulles, John Foster, 80
- Education
 - as foundation for social action, 114-115
 - for analytical thinking, 9-10
 - for community responsibility, 10-11
 - in the schools, 9-10
- See also* Adult education; Communication—public persuasion through; Teaching methods
- EFFECTIVENESS OF THE PUBLIC PLATFORM, W. Norwood Brigrance, 70-75
- Emerson, Ralph Waldo, 70
- ENGINEERING OF CONSENT, THE, Edward L. Bernays, 113-120
- Ernst, Morris L., cited, 84, 91, 93
- Evans, Maurice, 47
- Federal Communications Commission, *see* Government control over communication
- Forkner, Hamden L., 46
- Fosdick, Harry Emerson, 73, 77
- Foster, Stephen C., 93
- Frankfurter, Felix, 88; quoted, 84
- Freedom of expression
 - as existing in peacetime United States, 29
 - endangered through government censorship, 26
 - in radio communication, menaced, 30-31
 - in the press, 82
 - criticism of, 83
 - disuse of, 86-87
 - misuse of, 83-84
 - upheld by Supreme Court, 83-84
 - lacking in U.S.S.R., 28
 - safeguards of, 6-7
- Frost, Robert, 47
- Gabel, Milton and Hortense, cited, 87
- Gallup, George H., 121, 126, 127
- Gielgud, John, 47
- Goldman, Eric F., cited, 125
- Gough, John B., 73
- Gould, Jack, quoted, 95
- GOVERNMENT CONTROL OF SOURCES OF INFORMATION, Karl E. Mundt, 26-31
- Government control over communication
 - implications of, 26-30
 - in Russia, 27-28
 - remedy for, 30-31
 - through Federal Communications Commission, 9, 29-31, 90
- GRAVES, MORTIMER, The Language Barrier to International Understanding, 12-16
- Greeley, Horace, 75
- Grierson, John, 100
- Group discussion
 - a means to international understanding, 36
 - an instrument for adult education, 36-37
 - as affected by urbanization, 39
 - as used by
 - Agriculture, Department of, 35
 - labor organizations, 35
 - political parties, 35
 - public libraries, 36
 - War and Navy Departments, 34-35
- forms of discussion
 - forum, the, 33
 - panel, the, 33
 - questions and answers, 32
 - round table, the, 32-33
- mechanical aids to, 36
- need for leadership, 37
- organizations participating in, 34
- political implications of, 38-40
- Hadley, J. M., cited, 47
- Hall, Josef Washington (Upton Close), quoted, 74
- Harper, Dan, cited, 8
- Hearst, William Randolph, 83
- Heinz, Howard J., II, 106
- Herbart, Johann Friedrich, 21
- Hitler, Adolf, 2, 5, 27, 28, 107, 123; quoted, 70
- Hoban, Charles F., Jr., quoted, 103
- Hobbs, Nicholas, cited, 46
- Hope, Bob, 93, 95
- Hopkins, Mark, 39
- Houdini, Harry, 22
- Housing shortage
 - government advertising regarding, 109

- Ickes, Harold L., cited, 86
- Inflation threat
government advertising regarding, 110
- "Iron curtain" in Russia, 27-28
- James, A. Lloyd, 47
- Jansky, C. M., Jr., 96, 97
- Javits, Jacob K., 125
- Johnson, Alvin, quoted, 98
- Johnston, Eric A., 74
quoted, 98
- Joint Committee on the Organization of Congress
recommendations on regulation of lobbying, 68
recommendations on reorganization, 66-68
- Jones, E. Stanley, 77
- Kaltenborn, Rolf, cited, 91
- KATZ, DANIEL, Psychological Barriers to Communication, 17-25
- Katz, Daniel, 128
- Kingery, Robert, 36
- KRAMER, MAGDALENE E., New Avenues of Classroom Communication, 41-52
- Kravchenko, Victor, cited, 28
- Kriesberg, Martin, 124
- Labor-management conference
as a means for improving employer-employee relations, 54
labor-management charter in, 56-57
national conference, a form of, 56-58
National Labor-Management Conference, an experiment in, 56-58
prenegotiation conference, a form of, 54-56
resulting in no-strike, no-lockout pledge, 56
See also Collective bargaining; Labor-management relations
- LABOR-MANAGEMENT CONFERENCE AS AN AID TO COLLECTIVE BARGAINING, THE, George W. Taylor, 53-58
- Labor-management relations
as affected by dissimilar backgrounds of parties, 20
influenced by church leaders, 78
lack of understanding in, 53-55
See also Collective bargaining; Labor-management conference
- Landon, Alfred M., 6, 71, 72
- Language
aid to international understanding, 12
international language
Basic English, 12
supranational languages, 13
barrier to, 19
learning of, 13-15
impediments to, 15-16
nature of, 17
- See also* Communication—psychological barriers
- LANGUAGE BARRIER TO INTERNATIONAL UNDERSTANDING, THE, Mortimer Graves, 12-16
- Lazarsfeld, Paul F., cited, 91, 128
editor, 92
- Lecture platform
increased use of, 73-74
used by religious leaders, 78
See also Public address
- Legislative reference bureaus, national and state, 63-64
- Legislative Reorganization Act, 1946, discussion of, 66-68
- Legislators
as affected by 1946 Reorganization Act, 66-68
control over
by editorial comment, 62
by election, 61
by grand-jury supervision, 62-63
by initiative and referendum, 61
by petition, 62
by public meeting, 62
by recall, 61-62
degree of interdepartmental co-operation of, 64-65
increasing supervision of, over administration, 65-66
in state government, 68-69
responsibilities of, 60-61
use of research by, 63-64
See also Representative government
- Lévy-Bruhl, Lucien, 21
- Lewis, John L., 74
- Liebman, Joshua Loth, 77
- Lincoln, Abraham, 71, 75
- Lindsay, Vachel, 47
- Lippmann, Walter, 18, 21
cited, 82
- Lobbying
Federal regulation of, 68
- Long, Huey, 3
- Longworth, Alice Roosevelt, 71
- Lowell, James Russell, quoted, 70
- McCarthy, Charlie, 75, 93
- Macfadden, Bernarr, 93
- McGee, Fibber, 93
- McKnight, Henry T., quoted, 35
- McKown, Harry C., cited, 48
- Mayer, Seymour R., cited, 98
- MEASUREMENT OF PUBLIC OPINION, THE, Elmo C. Wilson, 121-129
- MERCY, ARCH A., Social Uses of the Motion Picture, 98-104
- Mercier, Germaine, 43
- MOLDING PUBLIC OPINION THROUGH ADVERTISING, Drew Dudley, 105-112

Motion picture

- as aid to group discussion, 33-34
 - as medium for international understanding, 101-102
 - as propaganda instrument, 8, 100-102
 - government use of, 100-102
 - improved distribution of, needed, 103
 - in adult education, 51-52
 - in business and industry, 52
 - in postwar United States
 - developing foreign market, 98
 - expanding news and interpretative films, 99-100
 - introduction of foreign films, 99
 - use of informational and documentary films, 100
 - in the armed services, 52, 100-101, 103
 - in the classroom, 50-51
 - social responsibility, awakening of, 8
 - special-purpose films, 104
 - UNRRA explained through, 102
 - use of, by industry and labor, 101, 104
 - wartime role of, 100
- Muir, Ramsay, quoted, 70
- Mulholland, John, 22
- MUNDT, KARL E., Government Control of Sources of Information, 26-31
- Murphy, Frank, quoted, 84
- Mussolini, Benito, 27

NEW AVENUES OF CLASSROOM COMMUNICATION, Magdalene E. Kramer, 41-52Newspaper, *see* Press

Nicolson, H., quoted, 21-22

O'Connell, Daniel, 75

Overstreet, Harry Allen, 33

Paley, Willam S., 95
quoted, 96Patterson, Grove, 86
quoted, 87

Patterson, Joseph Medill, quoted, 71

Phillips, Wendell, 73

Pilate, Pontius, 84

POLITICAL SIGNIFICANCE OF GROUP DISCUSSION, William E. Utterback, 32-40**Polling**

- accuracy of, 126
- attitude of legislators toward, 124-125
- Congressional investigation of, 125-128
- deficiencies of, 128-129
- doctoring of results in, 125
- errors in, 126
- government agencies engaged in, 123, 127
- in foreign nations, 123-124
- in political campaigns, 125-127
- in 1936 Presidential campaign, 71-72
- of constituents by Congressmen, 62

of consumers, 123-124

of public confidence in radio, 94

of radio audience, 90-91, 92-94

of social attitudes, 118

organizations engaged in, 122

psychological factors in, 128

public estimation of, 125

techniques of, 121-122, 126-128

modifying factors in, 122

research regarding, 128

wartime use of, 123

See also Communication—public persuasion through; Public opinion

Popkin, Z., cited, 20

POSITION OF THE PRESS IN A FREE SOCIETY, Alan Barth, 82-88Preaching, *see* Pulpit**Press**

- as source of factual information, 19
- compared with public speaking in influencing public opinion, 71
- competition in, dwindling, 84-85
- conservatism in, 86-87
- editorial policies in, 86-87
- ethical standards of, 7-8
- freedom of, 29, 30, 82
 - foreign criticism of, 83
 - proper limitation of, 84
- function of, 88
- irresponsibility of, 83
- monopoly in, 85, 87
- new production techniques in, 85-86
- religious news printed in, 78, 80
- self-restraint needed, 83-84
- state control over, in Russia, 82

Propaganda

- as a means of social control, 2, 26-27, 113-120
- through advertising, 4-5, 8, 105-112
- through motion pictures, 8, 100-102
- through the press, 7-8
- See also* Communication—public persuasion through

PSYCHOLOGICAL BARRIERS TO COMMUNICATION, Daniel Katz, 17-25**Public address**

- and national destiny, 72
- effectiveness of, depends upon speaker, 5-6
- in political campaigns, 6, 71-72
- modified by
 - increase in public speaking, 73-74
 - radio and public address system, 74-75
 - use of research, 73
- purpose of, 70-71

See also Polling; Public opinion; Pulpit**Public opinion**

- as influenced by public speakers, 70-73
- correlation with editorial opinion, 87
- expression of, through representative government, 59-63

- formation of, through group discussion, 38-40
- importance of leader opinion in, 128-129
- measurement of, 121-129
- See also* Communication—public persuasion through; Polling
- Public relations counseling
 - development of, 115
 - function of, 115-116
 - See also* Communication—public persuasion through
- Pulpit
 - messages
 - features emphasized in, 78-79
 - of Catholic, Protestant, and Jewish bodies compared, 79
 - relative importance of sermons in Catholic and Protestant churches, 76-77
 - trends in, 80
 - types of pulpit
 - church, 76-77, 79
 - radio, 77, 79
 - religious book and magazine, 77-78, 79-80
 - roving, 78
 - See also* Church
- Radio
 - broadcasting
 - advertising as financial base of, 90
 - as aid to group discussion, 33
 - as aid to teaching, 43-44
 - as modifying public speaking, 74-75
 - as molding public opinion, 91
 - electioneering by, 91-92
 - entertainment value of, 92-93
 - government control over, 9, 29-31, 90
 - government use of, 91
 - impartiality essential in, 9
 - influence on farm life, 92
 - news reporting by, 93-94
 - popularity characteristics of, 94-95
 - profit motive in, 90
 - public confidence in, 94
 - religious programs by, 77, 79
 - remedy for political influence over, 30
 - size of audience, 89, 90-91
 - standards, criticism of, 95-96
 - suggestions for raising, 96-97
 - variety of programs, 89-90
 - distribution of newspapers by, 85
 - Recordings, *see* Teaching methods
 - REPORT OF BOARD OF DIRECTORS FOR 1946, 130-132
 - Representative government
 - basis of, in the United States
 - by proportional representation, 60
 - by territorial method, 59-60
 - bicameralism in, 66
 - development of, 59
 - recommendations for increasing efficiency in, 59-69
 - See also* Legislators
 - Roberts, Alvin B., cited, 48
 - Rockefeller, John D., 74
 - Rogers, Carl R., cited, 45
 - Rolo, Charles J., cited, 89
 - Roosevelt, Franklin D., 6, 71, 72, 75, 90, 91
 - Roper, Elmo, 121, 125, 128
 - Rowden, Dorothy, cited, 44
 - SAFEGUARDING CHANNELS OF COMMUNICATION, Arleigh B. Williamson, 1-11
 - Sarnoff, David, quoted, 89-90
 - Savonarola, Girolamo, 73
 - School, the
 - as a community center, 41
 - See also* Education; Teaching methods
 - Schreiber, Julius, 34
 - Sermons, *see* Pulpit
 - Shostakovich, Dimitri, 28
 - Siepmann, Charles R., 95
 - cited, 90
 - Smith, Alfred E., 5
 - SOCIAL IMPACT OF THE RADIO, Kenneth G. Bartlett, 89-97
 - SOCIAL USES OF THE MOTION PICTURE, Arch A. Mercey, 98-104
 - Speech, emphasis on, *see* Teaching methods
 - Stalin, Joseph, 5, 28
 - Stanton, Frank N., editor, 92
 - Stanwyck, Barbara, 111
 - Steer, M. D., cited, 47
 - Stereotypes, 21-23
 - Storer, Morris B., 35
 - Stouffer, Samuel, 128
 - Stratemeyer, Theodosia, 51
 - Sturgis, Wesley A., 46
 - Sullivan, Mark, 71
 - Swing, Raymond, 117
 - TAYLOR, GEORGE W., The Labor-Management Conference as an Aid to Collective Bargaining, 53-58
 - Teaching methods
 - oral communication, advantages of, 41-43
 - public address system, 44
 - radio, use of, 43
 - in discussions of political and social issues, 44
 - in study of drama, language, and music, 43-44
 - recordings, 44
 - as an aid in counseling and therapy, 45-46
 - as an aid in presenting cases in law, 46
 - as an aid to salesmanship, 46
 - for improving message transmission in the armed forces, 46-47
 - for speech improvement, 45

- visual instruction, 48
 - through graphic materials, 48-49
 - through models and specimens, 48
 - through motion pictures, 50-51
 - through projected and unprojected pictures, 49-50
- Theater
 - social control through, 9
 - See also* Motion picture
- Thompson, Dorothy, 74
- Truman, Harry S., 4, 57, 109, 111
- UTTERBACK, WILLIAM E., Political Significance of Group Discussion, 32-40
- Villard, Oswald Garrison, cited, 84, 85
- Vorys, John M., 71
- WALKER, HARVEY, Communication in the Legislative Assembly, 59-69
- Wallace, Henry A., 4
- Waller, W.,
 - cited, 20
- Webster, Daniel, 63, 71
- Wells, H. G., 74
- Weltfish, Gene, 104
- Whan, Forrest L., cited, 47
- White, William Allen, quoted, 86
- Whitman, Walt (Walter), 70
- Williams, Francis, quoted, 107
- Williams, Walter, cited, 7
- WILLIAMSON, ARLEIGH B., Safeguarding Channels of Communication, 1-11
- Willkie, Wendell L., 74, 75
- WILSON, ELMO C., The Measurement of Public Opinion, 121-129
- Wilson, Woodrow, 71, 108
- Wylie, Philip, 106
- Yancey, William L., 71
- Zhdanov, Andrei, quoted, 28